- Bob Wright leaves Cox Cable to return to GE
- Quarterly reports from Time Inc., Zenith, Oak
- The Weather Channel's second-year new look
- Why telcos and cable will declare a truce

CableVision™

The news and features weekly of the cable television industry May 16, 1983 $3.00

TELEGAMBLING: BETTING ON A LONG SHOT

Grandfather of pay TV

CableVision | May 16, 1983. Volume 8, Number 36

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VBPA

The Newsday Channel staff celebrated its launch last week to nearly 300,000 potential viewers in the NYC area.

Newsday Channel takes flight

The 24-hour service—a marriage of newspaper and cable—combines live-on-tape video and teletext news and features. **Page 24.**

Time for a truce?

Cable companies and Bell spin-offs may have more to gain by putting down their guns and going into business together. **Leading the week, pages 16-20.**

Wright vacates Cox helm

Robert Wright leaves the presidency of Cox Cable to return to General Electric in an expanded role—and as overseer of its cable TV business. Cox's chief operating officer, David Van Valkenburg, assumes the presidency. **Leading the week, pages 16-20.**

Report cites telcos edge

A research report commissioned by several major communications firms, including AT&T and Warner Amex Cable Communications, concludes that telcos may have an edge in marketing financial transactional services to the home. But the study also notes that cable is the better transmission vehicle for business data due to its broadband capabilities. **Leading the week, pages 16-20.**

Showtime-TMC merger

Viacom International president says if Justice Department gives the okay to the Showtime-Movie Channel merger, details on the restructured ownership, and possible marketing moves, could be released as early as the NCTA annual meeting next month. **Leading the week, pages 16-20.**

Lorimar sitcom for HBO

Home Box Office has signed an agreement with Lorimar to produce the pay service's first situation comedy, *Over Here, Mr. President*. In development for more than one year, the new series represents, executives say, new ground for pay TV contract negotiations. **Leading the week, pages 16-20.**

Viewer equity bill

Spurred by the increase in copyright royalty fees, Congressman Mike Synar (D-Okla.) has introduced a bill to exempt three distant independent television signals carried by any cable system. **Leading the week, pages 16-20.**

TWC sprucing up visually

Visual improvements are in the works at The Weather Channel; plans are being drawn to unveil a new set design and digital effects operation. **Page 24.**

QUBE ad unit formed

Warner Amex Video Ventures is designed to operate as rep firm and advisory service for sponsors buying ad time. **Page 53.**

ESPN to feed West Coast

Service plans to make its programming more readily accessible to Pacific and Rocky Mountain viewers via deal with Telstar Corp. **Page 57.**

Common carrier update

As more states look at the possibility of common carrier regulation of cable's enhanced services, a dormant issue heats up. **Page 65.**

About the cover

Photographer Richard Duncan caught the action at last year's Kentucky Derby. Some are saying you might be able to make bets from home—if telegambling becomes a reality. See story in *Plus*, page 44.

This week in PLUS

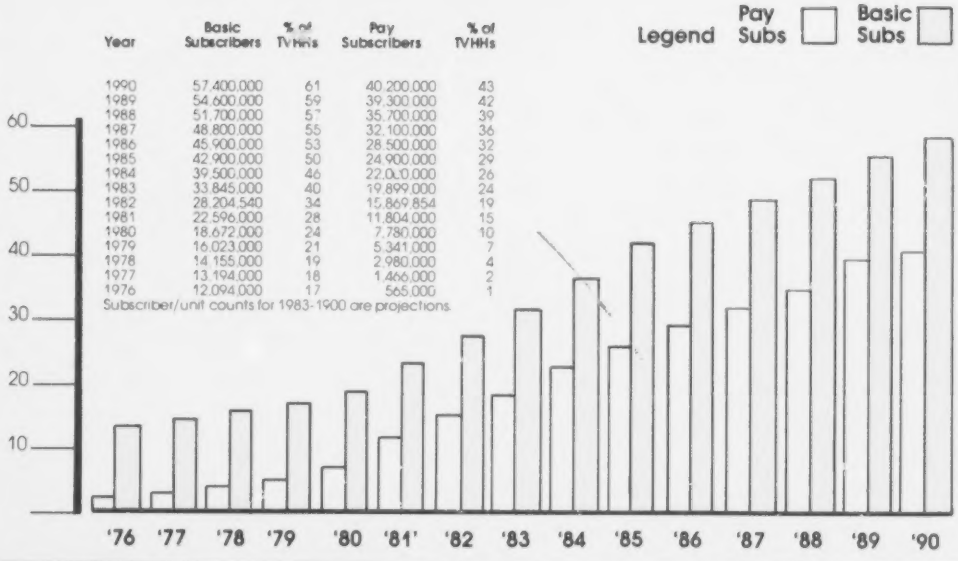
Pat Weaver, the man behind such network hits as the *Today Show* and *The Tonight Show*, moved on in the early '60s to a then unheard-of field—pay television. Weaver says he had the right idea and that if it weren't for problems with the movie studios, the venture would have been a success. And, he says, if the pay networks would stop programming down to viewers who know better, the profits would show a marked improvement . . . The horses are at the gate, you've just placed a bet, and you sit back to watch the race. And you've never left your living room. Today, telegambling is furlongs away from the legal finish line. But some industry observers see at-home betting as an almost certain reality someday. And, some say, the potential revenues for cable are so attractive, it could be too good a deal to turn down. **Pages 29-52.**

Cable stats

Pay/Basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections.



Cable barometer

Television households (TVHH) 83,400,000
Homes passed by cable (HP) . 49,963,332
Percent of TVHH passed by cable 59.9%
Basic cable subscribers . 28,623,377
Percent of TVHH with basic cable 34.3%
Percent of HP with basic cable 57.3%
Pay cable subs 16,300,000
Percent of TVHH with pay cable 19.5%
Percent of HP with pay cable 32.6%
Percent of basic subs with pay cable .. 56.9%

Figures are as of February 1983

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
ARTS (Hearst/ABC)	1
C-SPAN	19
Cable Health Network	17
Cabletext	6
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN Plus	16
Lifestyle (United Video)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Reuters News View	18
(SSS)	6
SCAN	6
Spotlight (Times Mirror)	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News	6
UPI Customized Cable News	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
American Network	19
BIZNET (Viacom)	15
Bravo (ESPN)	6
Financial News Network (CBS)	2
GalaVision (SIN)	23
National Christian Network (daytime)	7
Playboy (evenings)	7
QUBE (Warner Amex)	11
SPN	3
Time Teletext (HBO)	18
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable.
Satcom I-R—Launched April 7, 1983, transponders have not yet been allocated, operational June 1, 1983.
Satcom II-R—Projected launch December 1983.

Westar IV (Western Union)

	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network newsfeeds	8X
Hughes Television Network	1D, 1X
SelecTV (Wold Communications)	9X
Wold Communications	6D

Westar V (Western Union)

	Transponder
AmSat/DCM	7D
ARTS (Hearst/ABC)	12X
BET	12X
Daytime (Hearst/ABC)	12X
Digital Communications Corp.	11X
The Disney Channel	5X, 6X
Group W Satellite Corp. (East)	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel	
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Satellite News Channel	8D
SelecTV	11X
UTV Cable Network	2X
Wold Communications	3D
WOR	2D

Galaxy I (Hughes Communications)—Projected launch June 1983, 24 transponders 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1).
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder holder.

Cable stats

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.[1]	2,255,000	(12/82)
2	American Television and Communications Corp.	2,198,200	(3/83)
3	Group W Cable	1,876,991	
4	Cox Cable Communications Inc.	1,348,000	(3/83)
5	Warner Amex Cable Communications Inc.	1,240,500	
6	Storer Cable Communications	1,228,977	(3/83)
7	Times Mirror Cable Television	807,348	
8	Rogers UA Cablesystems	733,225	
9	Newhouse Broadcasting[2]	703,042	
10	Viacom Cablevision	643,476	(4/83)
11	Continental Cablevision	641,000	(2/83)
12	United Cable Television Corp.	552,027	
13	Sammons Communications Inc.	536,447	(3/83)
14	TeleCable Corp.	389,836	
15	Capital Cities Cable Inc.	314,283	(11/82)
16	General Electric Cablevision	309,600	(3/83)
17	Cablevision Systems Development	302,000	(3/83)
18	Comcast Cable Communications	290,000	
19	Heritage Communications Group	283,515	
20	Liberty Communications	256,652	(3/83)
21	Jones Intercable Inc.	244,703	(3/83)
22	Wometco Communications	238,942	(3/83)
23	Tele-Media	232,500	(4/83)
24	TCA Group	216,010	
25	Daniels & Associates Inc.	206,000	
26	Multimedia Cablevision Inc.[3]	201,246	(3/83)
27	Maclean Hunter Cable TV Ltd.	195,964	
28	Service Electric Cable TV Inc.	189,500	(12/82)
29	Century Communications Corp.	183,000	(12/82)
30	Colony Communications Inc.	166,412	
31	Centel Cable Television	155,545	(3/83)
32	Western Communications	153,095	(3/83)
33	Prime Cable Corp.	146,037	
34	Harris Cable Corp.	144,708	(3/83)
35	Rollins Cable Vue Inc.	137,300	(3/83)
36	Tribune Cable Communications	133,748	(3/83)
37	Sutton Capital Group[4]	120,409	
38	Communications Service Inc.	120,371	(3/83)
39	Midwest Video Corp.	114,615	(12/81)
40	Cable America	112,657	
41	Harron Communications Corp.	109,734	
42	Cable Vision Industries	106,451	
43	Midcontinent Cable Systems	103,264	(4/83)
44	McCaw Communications	101,500	(12/82)
45	Adams-Russell Telecommunications	97,644	
46	Buckeye Cablevision	97,510	
47	American Cablesystems Inc.	95,030	
48	Communications Systems Inc.	91,911	
49	Armstrong Utilities	87,628	
50	Cablenfertainment Inc.	86,812	(1/83)
51	Multi-Channel TV Cable Co.	84,000	(9/82)
52	Televents Inc.	83,008	
53	McDonald Group	82,447	(4/83)
54	Southmedia Co.	82,246	
55	Falcon Communications	80,000	(3/83)
56	Buford Television	76,652	(7/82)
57	Perry Cable TV Corp.	75,616	
58	King Videocable Co.	75,058	
59	Summit Communications	73,569	
60	Palmer Communications Inc.	73,438	
61	National Telecommunications Co.	71,450	(4/83)
62	U.S. Cable Corp.	70,000	
63	The Essex Group	67,722	(4/83)
64	McClatchy Newspapers	69,692	
65	Ultracom, Inc.	67,000	
66	WEHCO Video Inc.	66,859	
67	Acton Corporation	65,000	(3/83)
68	American Cable Television Inc.	62,477	
69	Booth Communications	61,800	
70	Lenfest Group	60,451	(4/83)
71	Omega Communications	60,000	(12/82)
72	Joseph Gans	59,000	
73	Omni Cable TV Corp.	57,277	
74	Consolidated Cable Systems	57,089	
75	Harte-Hanks Communications	56,854	
76	Pencor Services Inc.	56,853	(12/82)
77	Total TV Inc.	56,217	(1/83)
78	Marsh Media	51,299	
79	Wabash Cablevision	50,700	(3/83)
80	The Daily Press	49,000	
81	Clear TV Cable Corp.	47,532	(10/82)
82	Selkirk Communications	45,574	
83	Sonic Cable TV	45,444	(3/83)
84	Adelphia Communications	44,339	
85	Greater Media	43,500	
86	Susquehanna Broadcasting	41,350	
87	National Cablesystems Inc.	39,713	
88	Helicon Corporation	36,431	
89	Matrix Enterprises	35,890	
90	Combined Cable Corp.	35,000	
91	Jim R. Smith & Co.	33,087	
92	United Video Management	32,000	
93	Cable Holding Inc.	31,000	
94	United Broadcasting Co.	30,000	(3/83)
95	MultiVision Group	30,000	(3/83)
96	Cable Communications of Iowa	30,000	(3/83)
97	Southern Cablevision	29,138	(8/82)
98	Wisconsin Cablevision & Radio Co. Inc.	28,620	(3/83)
99	Mid America Media	27,903	(1/83)
100	Mickelson Media	26,958	

[1] Number is a company estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes Tar River Communications.
[4] Includes systems owned and with controlling interest.
[5] Includes owned and partially owned systems.
Note: All subscriber counts are as of 2/83 unless noted otherwise.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1	San Diego, Calif.	Cox Cable	221,585	(12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	189,000	(3/83)
3	Manhattan, N.Y.	ATC	169,250	(12/82)
4	Houston, Texas	Warner Amex	157,000	
5	San Antonio, Texas	Rogers UA	154,090	
6	West Orange, N.J.	Maclean Hunter	146,983	
7	Wayne, N.J.	Rogers UA	117,417	
8	Tulsa, Okla.	United Cable	104,583	
9	Audubon, N.J.	NYT Cable	100,248	
10	Erie County, N.Y.	Prime Cable	99,337	(3/83)
11	Austin, Texas	ATC	97,300	(12/82)
12	San Jose, Calif.	Gill Industries	94,808	(2/83)
13	Tidewater, Va.	Cox Cable	91,393	(12/82)
14	Cincinatti, Ohio	Warner Amex	88,000	
15	Baltimore County, Md.	Cattec Cable	87,826	(3/83)
16	Central Islip, (Long Island) N.Y.	Viacom	86,295	(4/83)
17	Seattle, Wash.	Group W Cable	84,455	
18	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
19	Orlando, Fla.	ATC	82,550	(12/82)
20	Toledo, Ohio	Buckeye Cablevision	78,811	
21	Manhattan, N.Y.	Group W Cable	78,329	
22	Memphis, Tenn.	ATC	78,025	(12/82)
23	Grand Rapids, Mich.	General Electric	75,600	(3/83)
24	Honolulu, Hawaii	ATC	73,650	(12/82)
25	Wilmington, Del.	Rollins Cable	73,000	
26	Jacksonville, Fla.	ATC	72,975	(12/82)
27	San Diego, Calif.	ATC	72,350	(12/82)
28	Greater San Juan, Puerto Rico	Harris Cable	70,335	(3/83)
29	Wichita, Kan.	Multimedia Cable	70,108	(3/83)
30	San Francisco, Calif.	Viacom	69,801	(4/83)
31	Baton Rouge, La.	Daniels	67,000	
32	Pittsburgh, Pa.	Warner Amex	65,400	
33	Flint, Mich.	Comcast	64,000	
34	Englewood, Colo.	United Cable	62,543	
35	Suburban Rochester, N.Y.	People's Cable	61,607	
36	Columbus, Ohio	Warner Amex	61,000	
37	Seattle, Wash.	Viacom	60,884	(4/83)
38	Buffalo, N.Y.	Minneapolis Star	59,277	
39	Monterey, Calif.	Western	59,031	(3/83)
40	Melbourne, Fla.	ATC	58,925	(12/82)
41	Snohomish County, Wash.	Viacom	56,329	(4/83)
42	Santa Monica, Calif.	Group W Cable	56,321	
43	Santa Barbara, Calif.	Cox Cable	56,167	(12/82)
44	Jefferson County, Ky.	Storer	55,519	
45	Akron, Ohio	Warner Amex	55,000	
46	Allentown, Pa.	Twin County Cable	55,000	(1/83)
47	El Paso, Texas	Group W Cable	54,664	
48	Harrisburg, Pa.	Sammons Comm.	54,276	(3/83)
49	Columbus, Ohio	Coaxial Comm.	54,200	
50	Tacoma, Wash.	Cable TV of Puget Sound	53,795	(3/83)
51	Dade/Broward counties, Fla.	Storer	53,257	
52	Pompano Beach, Fla.	American Cable TV	53,064	
53	Boston Complex, Mass.	Warner Amex	53,000	
54	Louisville, Ky.	Times Mirror	52,938	
55	Binghamton, N.Y.	NewChannels	52,786	
56	Charlotte, N.C.	ATC	52,350	(12/82)
57	Sarasota, Fla.	Storer	52,017	
58	Kansas City, Mo.	ATC	51,525	(12/82)
59	Des Moines, Iowa	Heritage	51,295	
60	Allentown, Pa.	Service Electric	51,000	(12/82)
61	Dallas Complex, Texas	Warner Amex	50,800	
62	Cleveland, Ohio	Viacom	50,661	(4/83)
63	Canton, Ohio	Warner Amex	50,400	
64	San Diego County, Calif.	Times Mirror	49,759	
65	New Haven, Conn.	Storer	49,620	
66	Hartford, Conn.	Times Mirror	49,392	
67	St. Petersburg, Fla.	Group W Cable	49,154	
68	Charleston, S.C.	Storer	48,561	
69	Reading, Pa.	ATC	47,900	(12/82)
70	San Rafael/Marin County, Calif.	Viacom	47,696	(4/83)
71	Phoenix, Ariz.	American Cable Television	47,523	(1/83)
72	Peoria, Ill.	General Electric	47,000	(3/83)
73	Indianapolis, Ind.	Wabash Cablevision	47,000	(3/83)
74	Chattanooga, Tenn.	South Media	46,750	
75	Port Arthur, Texas	Liberty	46,000	(3/83)
76	Jackson, Miss.	ATC	45,850	(12/82)
77	New Britain, Conn.	United Cable	45,708	
78	Shreveport, La.	ATC	45,700	(12/82)
79	Eugene, Ore.	Group W Cable	45,678	
80	Albany, N.Y.	ATC	44,525	(12/82)
81	Omaha, Neb.	Cox Cable	44,275	(12/82)
82	Bridgeport, Conn.	Southern Conn. Cable	43,951	
83	Moline/Quint Cities, Ill.	Cox Cable	43,834	(12/82)
84	Oklahoma City, Okla.	Cox Cable	43,793	(12/82)
85	Scranton, Pa.	Verto Cable TV	43,750	
86	Bakersfield/Kern Co., Calif.	Warner Amex	43,400	
87	Overland Park, Kan.	TeleCable	43,385	
88	Spokane, Wash.	Cox Cable	43,257	(12/82)
89	Westchester County, N.Y.	Rogers UA	43,130	
90	Birmingham, Ala.	ATC	42,950	(12/82)
91	Atlanta, Ga.	Cable America	42,633	
92	Lincoln, Neb.	MetroVision	42,527	
93	Winston-Salem, N.C.	Summit Communications	42,353	
94	Lansing, Mich.	Continental	42,300	
95	Brookhaven (Long Island), N.Y.	Rogers UA	41,883	
96	DeKalb County, Ga.	Cable America	41,658	
97	Albuquerque, N.M.	Tribune Cable	41,575	(3/83)
98	Concord, Calif.	Western	41,488	(3/83)
99	Branford, Conn.	Rollins Cable	41,300	
100	Rockford, Ill.	R.R. Donnelley & Sons	41,091	

NOTE: All subscriber counts are as of 2/83 unless otherwise noted.